

- Upcoming Events

The next CBID Advisory Board meetings will be held: 8/28 and 9/18 (one week early due to Sunset Savor event).

Business (action items):

- Strategy/Topic Discussion

Cayucos Pier Closure: Laila Kollmann and Shirley Lyon explained that there is a grass roots effort to help raise \$100,000 for the pier renovation project. They shared an update from the last VAC meeting, where they were asked to fund \$25,000. The CMT agreed they could support messaging about the pier project through social media. Nikki Schmidt will confirm with County Counsel how projects like this can be addressed.

- Core Marketing Team Report & Stewardship Traveler Program

Stewardship Traveler Program: Mark Elterman reviewed the Stewardship launch timeline. CAO Cuming confirmed that 59 activities will be live on the landing page at launch. The STP lodging packets are being finalized and will be distributed beginning at the end of August.

Shoulder Season Plan: Mark Elterman presented the Shoulder Season campaign. Matt Masia asked how we will provide specific data at the lodging level on how our efforts are driving interest to STAY profiles. This will be placed on future agenda items. Mark Elterman shared the Sunset ad creative, and Laila noted that there needs to be more of a lodging focus on future ads. Rick Turton shared ideas on how to evolve the Destination Pages to drive SEO and lodging referrals, and Marjorie noted the need to evolve the PLAY profile functionality.

Update on current programs: Rick Turton shared the current web stats, and confirmed that the mobile responsive site is now live. The CMT was asked to review the YTD PR progress in more detail at the August meeting.

CAO Cuming reviewed details on two items invoiced in June, which Mike Hanchett requested be reviewed in his absence. The board agreed that the \$4,567 invoiced for Stewardship ID and Project Management must be invoiced in July and applied against the STP budget attributed to the CMT. The \$5,428 in Additional Media will be pulled as John Sorgenfrei believes this was invoiced in error.

Savor: CAO Cuming reviewed the Central Coast Pavilion schematic and layout by region. The board agreed with the direction so CAO Cuming will share at the August local fund board meetings.

- FY 2012 2013

Vacant Board Seat: Marjorie Ott noted that Lori Keller is shown interest in the vacant CBID Board seat. Lori is the new VP of Sales and Marketing at Martin Resorts. A motion was made by John King, and seconded by Matt Masis to support the interest for Lori Keller to submit a board application. With no further discussion, the recommendation was approved by a unanimous voice vote of the Advisory Board.

Booking.com: CAO Cuming provided an update on the number of properties who have contracted with Booking.com, and those that are interested in pursue. Chair Marjorie Ott mentioned that she has 2 rooms live on Booking.com and has received 10 reservations in only 3 weeks.